

MY MAIN STREET  
MA RUE PRINCIPALE

# Examples of successful Community Activator Projects from Year One

We will continue to update this  
document with more projects.



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Downtown Niagara Falls BIA: Niagara Falls Christmas Market



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## Lights On Stratford

Stratford, Ontario

Free to the public and designed to be safely enjoyed with physical distancing and on-site staff, Lights On Stratford will light up the winter until January 28th, 2022.

This year's theme is JOURNEY – “an act of travelling from one place to another.” Lights On Stratford brings the adventure of travel to the public spaces of Stratford by showcasing exhibits of light that explore motion, transportation and worldly and otherworldly landmarks.



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# Placemaking Dundas/ Bryon Street Parkette

Town of Whitby, Ontario

The project resulted in a new outdoor public space in downtown Whitby that transformed a vacant, underutilized lot into an aminated pop-up urban space to support active and cultural initiatives and offer a resting area near shops and restaurants.

This project is in collaboration with the Downtown Whitby BIA who donated street furniture and an interactive public art piece (Love Lock) for the space.





# Coal Dock Revitalization Project

Kingston, Ontario

Tourism Kingston partnered with Doornekamp Construction to create the City's first deep-water dock in the Portsmouth Ville neighbourhood.

Tourism Kingston installed an interactive piece of public art that invites visitors to become the "I" in the KINGSTON sign and commissioned local artist Aaron Forsyth to create a welcoming mural site. This mural signals the revitalization of this property and acknowledges the property as a valid part of Kingston's natural assets and community space.





# Discover Bancroft

Bancroft, Ontario

# Welcome.

Come visit us, there is a lot to explore.

[Visit Directory](#)

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The Discover Bancroft website was designed to showcase the Bancroft Region and reimagine the BBIA catchment digitally.

The website hosts a business and service directory along with listings of non-commercial enterprises, natural attractions, scenic routes (including trails), artists, makers, museums, activities and more!



# Outdoor Market

Windsor, Ontario

The Outdoor Market allowed Sandwich Towne and the greater Windsor West communities the opportunity to gather in a safe and socially distanced way to buy goods from local vendors, such as farm-fresh fruits and vegetables.

There was also live entertainment, things to eat and fun stuff for the kids, like face painting, colouring contests and costumed characters.



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# Downtown at Dusk

Carleton Place, Ontario

In August 2021, Carleton Place BIA hosted Downtown at Dusk—an outdoor market in downtown Carleton Place to bring people together and support local businesses.

The event included vintage cars and trucks, patios, live music, free activities for kids and best of all—Beaver Tails.

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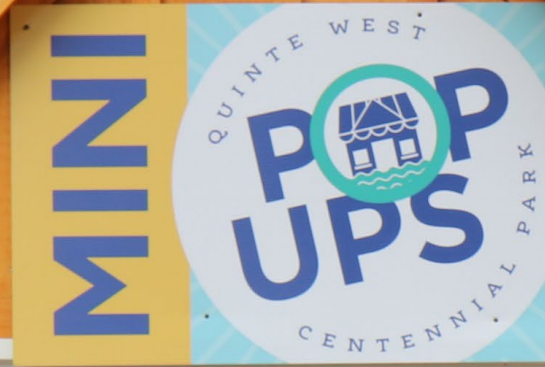
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## Quinte West Pop Ups

Quinte West, Ontario

The City of Quinte West launched Quinte West Pop Ups that featured the installation of three wooden sheds in Centennial Park, located in the core of the municipality, near downtown and close to Centennial Park.

The Pop Ups program gave new entrepreneurs the opportunity to test their products with the Quinte West community and area market, and gain brand recognition prior to committing to permanent retail space. For residents and visitors, it has offered the chance to enjoy dining, shopping and socializing in a COVID-safe, outdoor venue.



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## Summer Open Streets

St. Catharines, Ontario

St. Catharines Downtown Association partnered with the City of St. Catharines to pedestrianize several main streets.

The streets allowed for safer social distancing, art and music installations, pop-up patios, vendor markets and more. They were even able to hold a costume parade for local families on Halloween, allowing them to safely trick or treat down the middle of the street with business owners coming out to hand out candy.



# Collingwood Fashion Week

Collingwood, Ontario

Collingwood Downtown BIA organized a week-long event, to showcase the fashion and beauty experience found in Collingwood's historic downtown. Celebrating and featuring the fashion and beauty retailers, it connected this sector to the already well-positioned tourist draw of the arts, culture and culinary sector.

The week featured daily microevents at local stores and restaurants, including outdoor and live, in-window displays, along with an expert panel focusing on sustainability and ethical production.

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# Holiday Lights Heritage Nights

Town of LaSalle, Ontario

The Town of LaSalle hosted Holiday Lights Heritage Nights at the LaSalle Civic Centre. The beautiful outdoor light experience included numerous ornamental displays and a 40-foot tall, walk-through holiday tree.

The event included live musical entertainment, character visits, food, glow-in-the-dark mini golf, and night markets with local artisans and vendors. As part of the “Support Local” Campaign, visitors were encouraged to find Berry the Elf at local businesses for a chance to win prizes.

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# All Routes Lead Downtown

London, Ontario

This project involved the installment of bright, modern signage at various bus stops around the city. These signs featured decorative artwork that also included a QR code that linked to various playlists of local musicians that were curated by four well-known artists: Sara Mai Chitty, Zahra Habib, Pablo Tovar, and Richard Gracious.

The project provided a safe activity for Londoners to participate in, added vibrancy to the streets and educated transit users on the precautions taken aboard LTC buses.

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# Treaty 22

Signed February 28, 1820  
until Forever



- Between the ...  
No. 3 (1792)
- Brant Tract Tr
- Toronto Purch
- No. 13 (1805)
- Head of the L
- No. 14 (1806)

## “Debwewin” - the Oakville Truth Project

Oakville, Ontario

“Debwewin”- the Oakville Truth Project, is a partnership between the Mississaugas of the Credit First Nation and the Oakville Community Foundation to further our shared understanding of Oakville’s Indigenous past and support local Truth & Reconciliation. “Debwewin” refers to one of the Anishinabek seven grandfathers teaching for “truth.” “Debwewin” is guided by an expert Advisory Council led by MCFN Elder Peter Schuler.

“Debwewin” is able to further its objectives by using both virtual and land-based placemaking tools.



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# DTK Art Walk

Kitchener, Ontario

The Downtown Kitchener BIA formed a partnership with the Kitchener-Waterloo Art Gallery, building owners, and developers to create an outdoor museum that includes new outdoor pieces on buildings throughout the core and past installations of art and murals.

These creative works encourage people to visit and connect with Downtown Kitchener and enhance a sense of community and local cultural development. This initiative serves to beautify downtown and bring people safely back together through local art.

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# The Grove Youth Wellness Hub

Guelph, Ontario

The Grove turned a former liquidation store in Palmerston into a safe space where youth can walk right in. The site is ideal as it is right across the street from the local high school and is designed to empower youth and provide them with a place they can have coffee and chat, all while having access to the help they might need.

At the Grove Hub in Palmerston, youth have access to over 30 service providers offering support for education, career planning, recreation, primary care, housing, counselling, mental health and substance use.

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## Via Italia Summer Street Closures

Windsor, Ontario

The Via Italia BIA hosted 13 consecutive weekends of summer street closures throughout the summer of 2021. They helped to bring the community together by creating a pedestrian thoroughfare. This allowed restaurants and retail operations to expand into the street and operate on a larger scale when indoor capacities were limited.

They showcased local musicians, often times strolling, and often times set up outside of a long-term care home to play to residents on their veranda who were under lockdown.



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# Track to the Future

St. Thomas, Ontario

The Track to the Future art program is focused on murals located throughout the downtown and includes sculpture art and pieces at the gateway to the city to attract visitors. Since June, key murals and two large-scale sculptures have been added.

Eight of these murals create a trail that celebrates the life of Jumbo the Elephant who was tragically killed in St. Thomas. The trail provides an opportunity for both youth and adults to explore the city, experience various adaptations of elephant-themed artwork by artists from across Ontario and truly pushes people to the core of the city to stroll, dine and browse the local shops.

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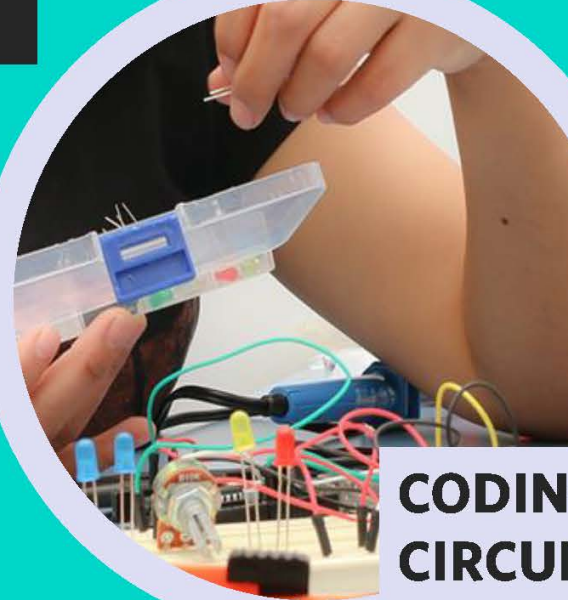
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# PROGRAMMING ZONES

**THINK / MAKE /  
SHOW & TELL**



**CODING  
CIRCUIT  
ROBOT**



**MEDIA LAB**

## Ajax Public Library Makerspace Strategy

Ajax, Ontario

The Ajax Public Library is planning for a new makerspace for the Town—the first for Ajax! In preparation, the Library commissioned the development of a strategy that would assess community interest and determine what location, tools and equipment would be most appropriate for the makerspace.

Case studies, market analysis and extensive consultation uncovered important insights, revealed widespread support and demand for a makerspace, and identified related needs and wants.



Ajax Public Library



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# At Home in Bronte

Oakville, Ontario

Bronte is a harbourside commercial and residential district in Oakville known for its summer painted Muskoka chairs art installation.

An expanded year-long At Home program in 2021 had 100 professionally painted chairs outdoors to encourage access to nature, art appreciation, physical exercise and respite while keeping the retail district brand top of mind, in particular, during times of COVID lockdown.





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## Capital Pride Spectacular

Ottawa, Ontario

The Capital Pride Spectacular event took place at the end of August at Lansdowne Park (Ottawa) and brought together community members to celebrate the end of the 2021 Capital Pride Festival.

The event featured live and virtual music and performances by a variety of 2SLGBTQ+ artists including The PepTides, DijahSB and DJ Sandy Duperval, Rita Baga and Andrew Cassara and was hosted virtually by Drag Race star Priyanka.



# Downtown Ephemeral Space

Hawkesbury, Ontario

The Downtown Ephemeral Space is an outdoor space designed to provide a social, cultural and communal context for the community and visitors.

The space allows community members and tourists to take advantage of multiple fun activities, including a catering area with picnic tables, a children’s and family section with games, an entertainment section, which hosts a program for ages 7 to 77, and a coffee and chat section. The space is open from mid-May to mid-October.

